



## “What do you have to say?”

### HP Imaging and Printing Group’s Global, Integrated Marketing Campaign

#### **Overview**

To engage customers in the company’s Print 2.0 revolution, HP’s Imaging and Printing business unveiled a \$300 million global marketing campaign, called “What do you have to say?,” that enables customers to mash up their content with free, exclusive printable content from singer/fashion designer Gwen Stefani, Burton Snowboards founder Jake Burton and celebrated graphic designer Paula Scher. Digital at its core, the campaign features a mix of traditional, out-of-home and online elements and is anchored online with three web-based achiever experiences: [hp.com/gwen](http://hp.com/gwen), [hp.com/burton](http://hp.com/burton) and [hp.com/paula](http://hp.com/paula).

#### **Print 2.0**

Print 2.0 is an approach to expanding HP’s strategic focus from the PC-enabled world of printers towards a more open, Internet-enabled one, leveraging all forms of personal and professional digital content.

Today, people’s experiences no longer revolve around the PC with a printer attached to it. People use digital devices to create and share content over the Internet. As more and more content moves from the desktop to the web, HP is working to make printing relevant and meaningful.

#### **Theme – What do you have to say?**

“What do you have to say?” puts HP’s Print 2.0 strategy in action by inspiring customers with new ideas to express themselves and providing easy online tools to mash, create and publish digital content in new, exciting ways.

#### **Web achiever experiences**

HP leveraged its existing assets, including the infrastructure of the company’s recent acquisitions – Tabblo, Logoworks and Snapfish – and added new assets and capabilities to create three robust web-to-print experiences that serve as the hub of the marketing campaign.

Each experience offers customers an opportunity to mash up their personal content with exclusive professional content from the campaign’s featured personalities – Stefani, Burton and Scher – and easily print this content anyway they want – at home or work, online or eventually via a network of print service providers.

For example, at [hp.com/gwen](http://hp.com/gwen), consumers can combine their personal content with free designs inspired by Stefani’s Harajuku Lovers line and print greeting cards, CD labels and more at home. Using HP’s Tabblo technology, fans also can combine their photos and text into a book of never-before-seen photos from Stefani’s current Sweet Escape tour.

Small to medium-size businesses will find inspiration on how to build their brands at the

Jake Burton web experience – [www.hp.com/burton](http://www.hp.com/burton) – and customizable business templates at the Paula Scher experience – [www.hp.com/paula](http://www.hp.com/paula). Customers can access Scher’s designs to create business cards and letterhead and print these items either at work or eventually via a network of print service providers.

In 2008, the campaign will expand to reach the graphic arts and enterprise communities. HP will also add regional achievers in Europe and Asia-Pacific.

### **Campaign extensions**

HP established two print communities for consumers and small businesses – a first for the company. HP’s Home & Home Office Community is available at <http://expressioncenter.wetpaint.com> and HP’s Small & Medium Business Community is available at <http://expressioncentersmb.wetpaint.com>.

HP’s wikis enable customers to collaborate on print projects across the globe, share ideas and access tips and “how-to” information from HP’s experts in subjects ranging from printing, crafts and digital photography to small business marketing and branding.

In October, HP plans to launch the HP Print Studio and offer free online templates and designs for making greeting cards, letterhead, business cards, invitations and more. The evergreen templates have been designed with simplicity in mind and feature modern, fun art work that is relevant to today’s consumer and small to medium-size business customer. Content will be refreshed every 6-8 weeks.

### **Campaign scope**

“What do you have to say?” is the largest global interactive marketing campaign that HP has unveiled to date. The total campaign spend worldwide is \$300 million, including traditional, out-of-home, web and viral marketing elements. The campaign is rolling out in all countries worldwide where HP has a presence.

### **Creative**

“What do you have to say?” was created by San Francisco advertising agency Goodby, Silverstein & Partners. A stream of photos, documents, web pages and blogs (all the ways you might express yourself in printed form) is a unifying theme across all campaign elements. It is a visual articulation of what each achiever has to say. The hand-scripted tagline “What do you have to say?” reinforces the sentiment of self-expression that is central to the campaign.

Campaign achievers were chosen for their interest in encouraging creativity and self expression:

- **Gwen Stefani** was a perfect fit for the consumer portion of HP’s marketing campaign. As an artist, fashion designer and someone whose livelihood is “self expression,” Stefani provided the ideal meeting of form and function, offering customers amazing quality, ease of use and stylish design.
- **Jake Burton** was asked to join the campaign for small and medium businesses because of his independent spirit, personal brand building success and history using HP technology to advance his business. HP and Burton have worked together since printing became a big part of Burton’s marketing efforts, dating back to the late 1980s. Burton Snowboards’ operations contain the full range of HP printing technology. Through his involvement in HP’s marketing campaign, Burton hopes to help inspire and encourage small businesses to stay true to their dreams and unleash their own creative potential.



- **Paula Scher** is a celebrated graphic designer from Pentagram. She was approached to join the campaign for her expertise in graphic design and brand identity. Scher is offering her designs and templates at no charge on the [hp.com/paula](http://hp.com/paula) web experience to help small and medium businesses create their own business cards and letterhead.

The first ads debut via an extensive online and out-of-home campaign on Aug. 28. The Reuters/NASDAQ board in Times Square features a mobile initiative where consumers can text for personalized, printable Gwen Stefani paper dolls. Additionally, five interactive and touchable "What do you have to say?" walls were installed in the Las Vegas Airport. Television spots featuring Gwen Stefani and Jake Burton will debut on Sept. 6.

More information is available at [hp.com/gwen](http://hp.com/gwen), [hp.com/burton](http://hp.com/burton), [hp.com/paula](http://hp.com/paula).

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08/2007